

### Industry Projections for Southwest Workforce Development Area, 2002-2012

NAICS	Industry Title	2002 Estimated Employment	2012 Projected Employment	2002-2012 Employment Change	2002-2012 Percentage Change
	Total Employment, All Jobs	117,650	134,450	16,800	14.3%
1133, 21, 23	Construction/Mining/Natural Resources	5,070	6,120	1,050	20.7%
31-33	Manufacturing	24,400	24,650	250	1.0%
311	Food Manufacturing	3,320	3,410	90	2.7%
332	Fabricated Metal Product Mfg	2,070	2,210	140	6.8%
336	Transportation Equipment Mfg	7,640	7,610	- 30	-0.4%
42, 44	Trade	25,300	29,600	4,300	17.0%
452	General Merchandise Stores	3,390	3,660	270	8.0%
48, 49, 22	Transportation and Utilities (Including US Postal)	4,790	5,570	780	16.3%
52-53	Financial Activities	3,510	3,950	440	12.5%
61-62	Education and Health Services (Including State and Local Gov Educ and Hosp)	23,230	28,890	5,660	24.4%
621	Ambulatory Health Care Services	3,480	4,890	1,410	40.5%
622	Hospitals (Including State and Local Government)	4,960	6,050	1,090	22.0%
71-72	Leisure and Hospitality	10,270	11,600	1,330	13.0%
51, 54-56, 81	Information/Prof Services/Other Services	13,120	15,820	2,700	20.6%
	Government (Excluding US Postal, State and Local Educ and Hosp)	7,960	8,260	300	3.8%

**Notes:**

1. Employment is rounded to the nearest ten. Numbers may not add due to rounding.
2. Employment does not include self-employed, unpaid family, or railroad workers.
3. An estimate of non-covered employment is included in NAICS 8131(Religious Organizations), but not in any other industries.
4. Government includes tribal owned operations, which are part of Local Government employment.

Information derived using 2002 CES (3/03 Benchmark) and 2002 QCEW data.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy between 2002 and 2012. It is important to note that unanticipated events may affect the accuracy of the projections.

**Source: Office of Economic Advisors, Wisconsin Department of Workforce Development  
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